

SUNNY & ROBIN

SUNNY & ROBIN TRENDY LIVING
STYLE-SNP DESIGN RECORD VOL.1

时尚的生活格调

— SNP 实践与回顾 第一辑

广州市唐艺文化传播有限公司 策划

广州尚诺柏纳空间策划事务所 编著



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图书在版编目 (CIP) 数据

Sunny & Robin时尚的生活格调: SNP实践与回顾.
第1辑 / 广州尚诺柏纳空间策划事务所编著. -- 长沙: 湖南美术出版社, 2013.6
ISBN 978-7-5356-6256-9

I. ①S II. ①广 III. ①建筑设计—中国—现代—图集 IV. ①TU206

中国版本图书馆CIP数据核字(2013)第105519号

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出版人: 李小山
策划: 广州市唐艺文化传播有限公司
编著: 广州尚诺柏纳空间策划事务所

责任编辑: 范琳
策划指导: 王赟
流程指导: 高雪梅
文字整理: 张文伟
英文翻译: 刘勉
装帧设计: 廖荣辉
图片摄影: 黄早慧

出版发行: 湖南美术出版社 (长沙市东二环一段622号)
经销: 新华书店
印刷: 利丰雅高印刷 (深圳) 有限公司
开本: 965×1270 1/16
印张: 19
版次: 2013年6月第1版 2013年6月第1次印刷
书号: ISBN 978-7-5356-6256-9
定价: RMB 298.00 USD 48.00

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这是个需要心平气和、坚持理想、重拾设计价值观的年代。设计，不仅是解决问题，更是美化生活，创造未来。多一份诚恳，就多一份品质专注；多一份执着，就多一份细节；多一分热爱，就多一分超越；多一分品德，就多获得一分尊重。我用我自己的身体与思考，坚持实践着这一直理，并希望给我身边的人带来这如同马太福音般的影响。由此，我们不得不去重新思考下有关设计的两个关键词，“专业”与“大师”。

This is an era which demands the calmness of heart, the perseverance to dreams, and the embrace of design value. Design is not only about problem-solving, but more about beautification of life and creation of future. Sincerity means providing better quality; persistence means paying attention to details; passion means going beyond boundary; virtue means earning more respect. I use my body and soul to persistently practise the truth, and hope I could influence other people like the Gospel of Matthew. Thus, we have to ponder on two key words in design: professionalism and masters.

006 PREFACE

By Shouzhi Wang, Shen Kang

010 FOREWORD

从生活中来到生活中去
From life to life

030 2008 CASE

沈阳心语花园会所、棋盘山十二橡树庄园
Shenyang Whisper Garden Club, The 12 Oak Manor of MT.Qipanshan

056 2009 CASE

沈阳康桥会所、沈阳都市风情、天津雅皮士
Cambridge Club of Shenyang, The Urban Style of Shenyang, Yuppie in Tianjin

088 2010 CASE

西雅图的天空、新亚洲气息、广州金沙洲西海岸会所、杭州江语海销售中心、钱塘阁楼好风光、金沙洲西海岸 80 别墅
Seattle Sky, New Asian flavor, The Guangzhou West Coast Club, The Hangzhou River & Sea Sales Center, Glamorous Scenery of Qiantang Loft, 80 Villa

158 2011 CASE

阳江银滩销售中心、杭州申花销售中心、佛罗里达阳光、在南京怀念奥黛丽·赫本、南京东方新贵、保利天悦、南京滨江新城、长沙南湖广场、人居再定义、保利地产集团技术研发中心、探讨设计中的生活、实践生活中的设计
The Silver Beach Sales Center, Shenhua Sales Center, The Florida Sunshine, In memory of Audrey · Hepburn in Nan-jing, Nanjing Oriental new favorite, Poly Grand Mansion, Jinling Riverside New Town, Changsha Nanhu Square, Redefinition of Human Settlement, R&D Centre, Poly Properties, Exploring Life in Design, Practicing Design in Life

300 POSTSCRIPT

SUNNY & ROBIN 设计实录
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CMS | 湖南美术出版社

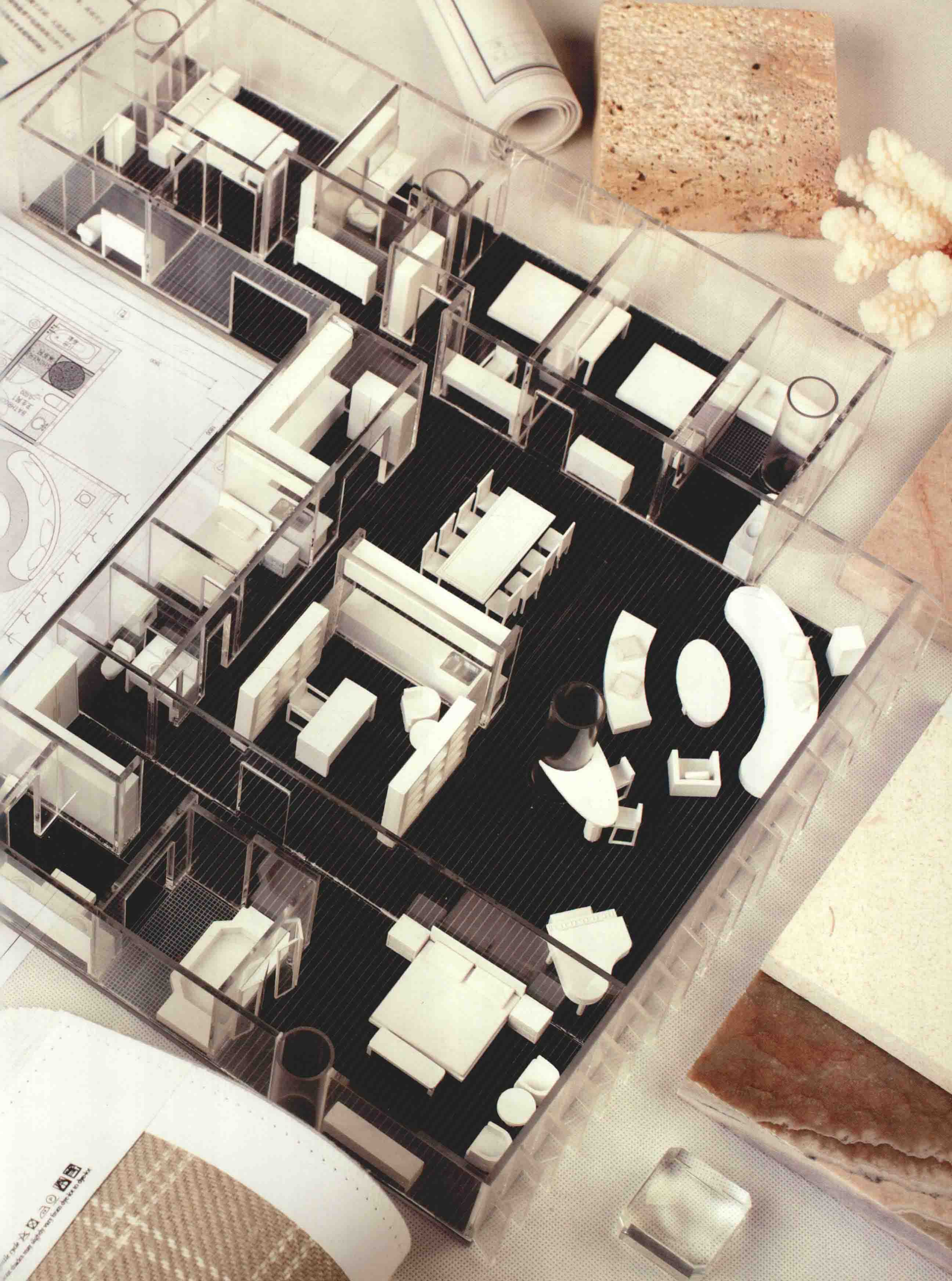


gentle cycle
Colour shades may slightly vary from dye-lot to dye-lot

Design: DLJ201058-5

48% Acrylic Polymer 38% Polyester 16% Viscose
144cm x 56" wide (110")
Backcoating: Acrylic Polymer coat with Viscose Rayon flock

gentle cycle
Colour shades may slightly vary from dye-lot to dye-lot



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SUNNY & ROBIN Design Record



会讲故事的设计师

室内设计种类繁多，其中商业室内中最多见的酒店设计、服务业室内设计、零售业室内设计、快餐业室内设计这些年越来越趋于标准化。比如酒店设计，就拿五星级的酒店：丽兹·卡尔顿、四季、君悦、圣瑞吉等来看，虽然设计奢华、各有特点，但是每一个系列的设计都有延续性的标准，具体到酒店室内给设计师自由发展的空间其实很有限。推广开来看，但凡连锁化的商业空间，基本都有这个情况，这是和全球化、信息化密切相关的，也是设计多元化的一丝遗憾了。我们要看有个性的设计，要看独立项目，也就是没有连锁运作模式的那一类型，否则很难看到设计师自己的感悟和发展探索。

广州尚诺柏纳空间策划事务所是由两个年轻设计师——王赞和王小锋开创的，他们都毕业于广州美术学院环境艺术专业，离开学院才10年时间，是非常年轻的一代室内设计师。他们最近几年发展得很快，做了好多不同的项目，从中高档楼盘样板房、高级会所、酒店式公寓、别墅，到销售中心，也提供其他各方面的设计服务，比如豪宅交楼标准、公共标识系统、国外房地产产品研究及应用、配饰设计及采购、家具与家居用品设计……据说最近也开始在商业地产项目进行探索，研究如何把比较新颖的艺术概念、先进的技术应用于五星级写字楼、五星级酒店公寓、休闲高档商场、购物中心、城市综合体……他们很有幸地遇到一些认同他们设计方向的业主，因而得以在设计项目中比较宽广地展示自己的想法。公司成立五年之后，他们出版了自己的第一本作品集《SNP实践与回顾 第一辑》，其中列举了从2008年开始到2012年的多个设计案例。这是一本很有意义的作品集，值得研究。

设计非连锁化的商业空间，设计创意往往面临定位的困难，而更加难的是如何赋予这个项目空间一个故事。我见过好多豪宅、奢华商业空间的设计，只有堆砌，没有说法，更无故事可言。设计师懂文脉是一个基础，在文脉基础上会讲故事是

第二层次的要求，能够用空间、用设计元素讲好这个故事是最高的要求。可惜大部分设计师把技术层次误认为是文脉层次，这样的设计师做出的设计肯定就肤浅、经不起推敲了。

在王赞和王小锋的这本集子有好几种不同的项目类型，却都是各自具有独立概念的设计空间。沈阳心语花园会所是一个位于沈阳老工业区的旧城改造项目，业主要求进行会所设计和园区场地设计提案。他们为了摆脱旧工厂灰暗、破败的感觉，采用明亮的黄色、鲜艳的红色，用色彩斑斓的室内设计和理性的建筑外观形成对比，在会所大堂上方设计了一组蝴蝶群的雕塑，象征蝴蝶破茧于花丛中，具有很强烈的戏剧化效果，寓意新生、繁衍、不息。室内还用另一组抽象装饰叶片，好像落花纷繁；他们还和业主一同策划了一组白色小人集体建设新家园的群雕，小人从室内走出室外，贯穿了整个场地设计。这个项目充满了动力、朝气蓬勃，也有艺术的韵味。他们的另外几个项目，比如沈阳的“十二橡树园会所”、“康桥会所”、天津“邂逅雅皮士”都是在讲早期黑白电影的故事，用故事来营造文脉，从文脉上推出设计元素，再组成空间内容，这种做法其实很取巧。他们心目中经常记住英国绅士俱乐部的特色和方式，用这个总概念来设计各个故事场景、打造各种文脉，看来得心应手。他们设计其他一些大型的商业项目比如广州西海岸会所、杭州江语海销售中心、广州的保利天悦社区、南京滨江新城社区等几个大项目，则是从绅士俱乐部叙述推延开来的做法，因为基础比较有底蕴，因而推演也就容易。

室内设计在国内的需求量巨大，参与的设计人也众多，人数一多，鱼龙混杂，要能够脱颖而出并不容易。很高兴看到王赞和王小锋这两个年轻设计师取得的成就，也更加希望他们再接再厉，把设计做得更好。

2013年2月7日，王受之于洛杉矶

王受之
洛杉矶艺术中心设计学院终身教授
汕头大学长江艺术与设计学院院长





STORYTELLING DESIGNERS

Interior design takes up many forms. Among commercial interior design, the most common design of hospitality, service, retail and fast food industries, have become more and more standardised over the years. Take interior design of five-star hotels, such as Ritz Carlton, Four Seasons, Grand Hyatt, St. Regis for example, despite their luxurious design, each has its own distinctive characteristics. Every series of design has its continuous standard. For that matter, there is very limited room for design professionals to design for a hotel's interior with no strings attached. Moreover, chain commercial spaces, almost without exception, share the same problem. Such is largely influenced by globalisation and internationalisation, which in turn affects the diversification of design. We want to see more designs with individuality. Failing that, it is difficult to generate designers' personal aspiration and exploration.

Guangzhou SNP Partnership is founded by two young designers—Sunny Wang and Robin Wang. Both of them graduated from Environmental Design major of Guangzhou Academy of Fine Arts. Ten years after graduation, they both have become the young generation of interior designers. Their firm has been through rapid phases of development. They have done various projects, ranging from mid-to-high-end model rooms, luxurious clubs, to hotel apartments, villas and sales centres. They also provide other design services such as delivery standard for luxurious apartments, public identification system, research on foreign real estate products, decoration design and purchase, furniture and household appliance design, etc. They are now exploring commercial estate projects, researching how to bring novel arts concept and advanced technology into five-star office buildings, leisure high-end shopping mall and urban complex, etc. They are lucky to work with real estate

companies which recognise their design vision, and therefore are in a position to demonstrate their thinking in broader design projects. After five years since the founding of the company, they publicise their first design record Practice and Retrospective, selected from many design projects that they have done since 2008. It's a collection with great significance.

To design non-chain commercial space, positioning is a major obstacle. What is more difficult is to bestow a story to a project space. I have seen many luxurious apartments and commercial spaces, which are only pile-up of things—without creativity or story-telling. It is fundamental for a designer to know a storyline, but a higher level means one knows how to tell a story based on a storyline, and that a designer knows how to utilise space and design elements to tell a good story, which is the highest level in design. It is a great shame that most designers think technical aspects are storylines. I am afraid those designers could not stand out from the crowd.

In Sunny and Robin's collection, there is a variety of projects, but each design enjoys an independent concept. The Whisper Garden Project is an urban redevelopment project in an old industrial area in Shenyang. The real estate company requested a proposal on club and landscape design. In order to shake off the worn-down impression of an old factory, they adopt the colour of bright yellow and red, and use colourful scheme to present strong contrast with the rational appearance of the architecture. A sculpture of a rabble of butterflies is installed above the lobby of the club, representing butterflies breaking away from cocoons with dramatic effect. There is another set of abstract decorative leaves in door, which looks like beautiful fallen leaves. They also work with the real estate company to design

a set of small men in white building their new home. Those men in white are prevalent throughout the venue design. This project is full of artistic beauty. Other projects of theirs, such as the Twelve Oaks Club, the Cambridge Club and "Serendipity with yuppies in Tianjin", tell stories of black and white films instead. They use storylines to tell a story, and enrich it with design elements. They are smart designers, and they constantly remember the characteristics of British gentlemen's clubs, and use the concept to design every story scene in the project. They also design other large scale commercial projects such as the West Coast Club in Guangzhou, the River & Sea Sales Centre in Hangzhou, Poly Grand Mansion Community in Guangzhou, and Riverside New Town in Nanjing. Those projects are expansion from the inspiration of gentlemen's clubs.

There is a great demand in the domestic interior design industry. With a large number of players in the sector, it is never easy to be successful. I am pleased to see Sunny and Robin's achievement, and hope they could keep up the good work.

Shouzhi Wang in Los Angeles
7 February, 2013

Shouzhi Wang

Tenured Professor, College of Design, Art Center Los Angeles
Dean, Cheung Kong School of Art and Design, Shantou University

成长之路

初看“尚诺柏纳”的设计作品，不论是地产项目中的高级会所、销售中心和样板间，还是办公空间设计，都感觉非常的精致和细腻；及至收到他们精心整理的作品集，一页页翻过去，吸引我的就不仅仅是空间的视觉印象了，更有意思的是那些与项目有关的文字。其实，每一段文字都在讲一个故事，娓娓道来，很生动、感性，同时也呈现出设计思路的层层推进、清晰的逻辑；沈阳心语花园项目是以一种“老地方新生活”的概念来挖掘具有地方性诗意质感的生活特质，并以清新的颜色和富于变化的日照光线来给予生动的表现；而杭州申花销售中心的设计将国际象棋和波普艺术轻松拈来，不仅仅是作为设计的主题元素，其实还折射了设计者的生活态度和艺术理想；更加可贵的是，作品集中这些本来只在内部空间操作的项目全然没有把注意力局限在室内，而是兼顾了所处的城市和环境，并赋予了特别敏锐的生活色彩和人文情怀。

透过书中这些轻松、俏皮，幽默也不乏深刻的文字，我们不难勾勒出这两位年轻设计师的气质和理想，其中亦包含了他们对待生活的认知与态度，那是一种对生活充满热爱并保持敏锐触觉的态度，亦是他们展开设计的立场与姿态。当然，设计从来不是单纯的个人创作，因为设计其实是在追求解决问题的办法，当然这个办法必须是非常独特的“那一个”，如何在设计创作中平衡艺术的灵性和工程的严谨要求是一件非常不容易的事情，尤其是面对造价、工程实施都非常敏感的地产项目，这种对设计品质的追求更具有挑战性。很显然，王赞、王小锋以及他们的设计团队很好地把握了这一点。

王赞和王小锋都毕业于广州美术学院的环境艺术设计专业，在校时就非常优秀，毕业后通过勤奋和努力做出了业界认可的成绩，身上还披着如此的理想主义色彩，真心要为他们喝彩。做室内设计其实是一件非常辛苦的事情，因为

我们身处一个社会飞速发展、建设量巨大的时代，不仅要面对业主对设计质量的苛刻要求，还要争分夺秒地赶时间，几乎所有的设计公司都需要通过加班来赶任务；此外，比较起来，室内设计比其他的设计行业要面临更多细节的处理，诸如材料、工艺、配饰等等。因为室内设计本身就是细节的艺术，因此图纸量往往非常巨大；并且，作为室内建筑师还需要对整个项目的完成进行工程技术各个方面的统筹。一个好的设计很明显地要付出更多的思考、精力和心血；实现一个完美、细致的内部空间设计，不仅需要敏锐的观察力和理解力，同时需要花更多的精力和时间来实现各个微观层面的完美与精准。但是，在与王赞和王小锋他们交往的时候，我很少听到他们对工作辛苦的抱怨，尽管常常能看到他们的疲惫和无奈，但更多的感觉是——他们实在是非常喜欢和享受设计这份职业，他们谈论设计时的喜悦和兴奋无疑地表明：做设计对他们来说是一件非常幸福的事情。而上面那些与项目关联的文字就是最好的记录和证明，似乎所有项目进程中的艰辛都变成了设计过程的享受，我想这就是他们将自己的设计理想一路坚持下来的缘故，也是他们成功的秘诀吧。

除了把设计做好，“尚诺柏纳”还有很多其他的计划。正因为是一路艰苦走过来，他们特别希望为周围做设计的朋友做些事情，譬如有意搭建平台把志同道合的朋友拢在一起，交流专业心得、拓展设计理解，还计划资助那些还在艰苦努力、成长中的年轻艺术家和设计师。听到他们的这些计划，我由衷地感慨这份难能可贵的责任感，这不仅透露出这个设计团队对生活更深刻的理解和承担，也表现出他们日渐成熟的一面；如此一来，对设计理想的理解就变成更持久、更有力量的坚持和付出，而“尚诺柏纳”的成长无疑也值得我们拭目以待。

2013年2月13日，沈康于北京

沈康
广州美术学院教授
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说明	
剪力墙	
填充墙	
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附灯	

GROWING JOYS

Looking at SNP's design projects at first glance, regardless of high-end clubs, sales centres, model rooms, or office design, all exude a sense of delicacy. When reading through their carefully-selected project collection, what attracts me is not only those visual impression, but the words relevant to describe those projects. Indeed, every paragraph is telling a story in great detail with sentiment; moreover, the words also unfold the thinking behind the design with clear logic. The Shenyang Whisper Garden project is applied with the concept of "Old Place New Life" to explore the characteristics of life with poetic regional quality, and integrate rich colour scheme and ever-changing sunlight to bring out lively presentation. The Shenhua Sales Centre project in Hangzhou combines chess and pop art—both are not only the theme of the design, but also a reflection of interior designers' attitude towards life and their artistic dreams. What's more praiseworthy is that all those interior design projects in the book do not solely focus on indoor, but bring cities and environments where the projects are located into consideration. Furthermore, insightful colour of life and humanistic sensitivities are prevalent in those projects.

Through humorous words yet with depth, it is not difficult to appreciate the temperament and dream of two young designers. We also get to know their attitude towards life, which is loving life with passion while maintaining avid senses. What's more, this attitude also influences their designs. There is no doubt that design is not purely personal work, but also about looking for a solution. Such a solution must be the unique "the one". It is never easy to balance delicacy in arts and precision in design, more so in sensitive real estate projects

on pricing and implementation. The pursuit of design quality is more challenging. Obviously, Sunny, Robin and their team know how to strike a balance.

Both Sunny and Robin graduated from Environmental Design major of Guangzhou Academy of Fine Arts. They were both high achievers at school. After graduation, they have successfully won recognition through their diligence. A touch of idealism can still be found in them, and that is something I am extremely proud of. Interior design is a labourious job. We live an era of rapid social development and mammoth construction projects. Real estate companies have strict requirements over the quality of design, in addition to non-negotiable deadlines. Almost every design firm needs to work overtime to complete projects. Moreover, compared with other sectors, interior design requires great attention to details, such as materials, techniques and decorations. The number of drawings is huge, because interior design itself is a very detailed art. Furthermore, as an interior designer, one needs to coordinate every aspect of engineering technology to achieve the completion of a project. A good design, with no doubt, takes more thinking, energy and time. In order to achieve a perfect interior design, it takes acute observation and appreciation, and meanwhile more energy and time to realise precision in every micro-dimension. However, when I interact with Sunny and Robin, I hardly hear them complain about work. I could feel their fatigue and reluctance, but more is about how they enjoy the design career. Their excitement when talking about design shows that design is something that brings happiness to them. The words accompanying the project pictures are the best evidence. It seems that all the hardship in the process has

become enjoyment. I think that is why they are holding to their design dream and, this is perhaps the secret to their success.

Apart from excellence in design, SNP has other plans. Since it isn't easy to achieve what they have done so far, they particularly hope to do something for friends who are into design. For example, they intend to build a platform for friends who share the same vision to communicate, to share experience, to expand understanding in design, and to fund those young artists and designers who are still fighting for their own existence. Hearing about those plans, I appreciate their strong responsibility. Such plans not only demonstrate their deep understanding about life, but also indicate that they have become more mature. Their design dreams have become perseverance and dedication. The growth of SNP is worthy of our patience to see how far they could go.

Shen Kang in Beijing
13 February, 2013

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